

Functional area interrelationships

Business



Kudler Fine Foods Virtual Organization In the twenty first century, the companies that truly stay alive and make an impact on the business and markets are those that have learnt the skill of quickly adapting to changing times and technology. This adaptive skill is not only confined to making changes in the company machinery and building time efficient management processes, it involves much more than that. Solving problems and resolving customer's complaints is of paramount importance and Kudler Fine Foods are doing exactly that.

Introduction

This great food store is the creation of Kathy Kudler, who was working for another company on a marketing campaign. Tired of frequently travelling, she thought to open her own food store. She realized that there was plenty of opportunity for epicurean food shop, thus Kudler Fine Foods was born. Kudler Fine Foods is a local specialty food store and at the moment they are operating three stores, and are located in San Diego metropolitan area. They deal in;

- A) Bakery and Pastry Products
- B) Fresh Produce
- C) Fresh Meat and Fish
- D) Canned Food
- E) Especial Cheese and Dairy Products

Primary reasons for the Organizations Existence

From their vision and mission statements it is evident that, they are purely customer oriented. Their business revolves around making the customers satisfied and not just raking in the profits. When the customers are happy, cash flows in on its own. Their mission states that they search the whole

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world to find the best foods and then they bring it to their stores for the convenience of the customers.

One might think that they should be really expensive if they travel the world and hand pick food items, but the reality is quite the opposite. In fact, their stores are known for suiting all sorts of budget lines. When people find anything a little expensive, they can easily make an economical bundle of the products they're supposed to buy so that they don't feel deprived.

Analysis of Organizational Structure

Kudler Fine Food's organizational structure comprises of groups of management personnel to achieve one common goal and that is the fulfillment of customers, which is the cause. And the effect is healthy profits in both long and short terms. Just like any conventional organization, Kudler Foods operates under a normal chain of command. A typical organizational hierarchy exists in this company. But this doesn't mean that they don't have any improvisation.

The chain of command runs from top to bottom. Senior managers delegates work to junior managers and if appropriate, the junior managers can further delegates work to sub-managers. Kathy Kudler sits at the top and holds the presidential chair. From that top spot, she commands the whole structure of the company. The core organizational structure is vertical structure with multiple levels of authority.

Many organizational frameworks exist within the three stores where each store is its own kingdom. The chain of command follows from the president to the store manager and then to departmental manager. This form of hierarchy is known as mechanistic organizational structure.

Reference

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Kudler fine foods . (n. d.). Retrieved April 20, 2012 from
<http://kudlerfinefoods.info/>